

Abstract

Bachelor's thesis Karlovy Vary International Film Festival's reflection in the news of Czech news agency (ČTK) deals with traditional cultural occasion in Karlovy Vary and its reflection in the news of the biggest press agency in the Czech republic. This important cultural occasion in both metropolises can compare with much bigger film parades in Europe – as famous film festival in Cannes or Berlin. Besides the films every year there are also many film star guests and other important people from film industry. Because of that Karlovy Vary International Film Festival is always very attractive for many fans and also journalists. Especially for journalists for journalists – how sometimes the agency redactors are called. Besides the content of the released news this thesis also deals with their formats and chosen metadata. Focuses on frequency and intensity of news of ČTK in various pursued periods of year connected with the festival. Besides the quantitative analysis the last year of the festival thesis also deals with comparison of news production of the agency from years 2004 and 2009. The main goal is to trace possible changes in content of released news, choosing their metadata, frequency or intensity. In every pursued period of year I used graph for better visibility of the frequency of released news. There is also a comparison with other pursued years.